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his favorite Saint Cloud and Versailles:—interiors from the Palace of Versailles, glimpses along the garden front, the wooded nooks around the Trianon, the Grand Basin of Neptune. In all of them he shows himself to be a colorist who caught some of the glamour of Monticelli; a poet painter, who caught his inspiration from Fragonard, Pater and Watteau.

His God was beauty, the beauty of fantasy ever touched by the glamour of sunlight.

W. M. M.

## PUBLICITY

One of the serious problems confronting an art museum is that of bringing its activities and advantages to the attention of the public. Regardless of its equipment and program, its actual value as a community asset is proportionate to the use which the public makes of it. If its galleries are merely unvisited storage vaults for the preservation of artistic treasures, it has failed in its most important function, and it will fail in just this respect unless its advantages are brought continuously to the attention of the public.

We are living in a complex age, with so many demands upon our time and means that only the most insistent things about us receive attention. Business men recognize this fact and in attempting to bring their particular wares before the public, have developed advertising and publicity to such a degree as to submerge any institution that does not proclaim itself.

Our Museum enjoys an enviable reputation for attendance and vitality of program and for the interest which the public displays in its activities. The audiences which attend its lectures often overtax the capacity of the auditorium so that it is sometimes necessary to repeat them; yet when it is considered that the hall seats but five hundred and that we have a population of nearly a million in the city to draw upon, it is evident that the percentage of attendance is very small indeed.

It is doubtless a fact that thousands in the city do not know of the Museum's existence; many more thousands have but a vague idea of its program; while few outside the organization have any conception of the full scope of its work.

Realizing the seriousness of these facts, a definite program of publicity for the Museum has been undertaken. Not only are notices of lectures and entertainments placed in the daily

## CLEVELAND MUSEUM OF ART

papers, but special stories are written about the speakers, when suitable material is available. Short stories are being supplied weekly to nine of the local foreign language newspapers and articles are written for various publications having both local and general circulation.

Weekly calendars are placed in all branch libraries of the city and on the bulletin boards of such clubs and other organizations as signify willingness to extend this courtesy.

Numerous other plans are under consideration and it is intended that in the future there shall be no valid reason why any one in the city, who can read, shall remain ignorant regarding the Museum and the advantages which it offers.

In this connection the Museum members can render a real service by making of it a standard topic of conversation. If the exhibitions and lectures were discussed generally over the coffee cups and on the golf links, they would not only provide a delightful topic to substitute for the weather, but would tend to arouse interest in the minds of those who are not now in touch with the institution and would keep fresh the enthusiasm of those who are active in its support.

I. T. F.

## MUSEUM ASSOCIATION MEETING

The Museum is to act as host to The American Association of Museums from May twenty-third to May twenty-sixth, when the sixteenth annual meeting of the Association will be held in Cleveland, the regular sessions being held in the Museum auditorium.

An interesting program is being planned and it is hoped that members of the Museum will take advantage of the opportunity to learn something more of the place museums are taking in community life, and of the aims and ideals of the men and women engaged in the various phases of museum work.

## LIGHTS ON EAST BOULEVARD

The Museum wishes to express thanks to Mr. Fred W. Thomas, Director of Parks and Public Property, for his prompt action resulting in temporary lights over the sidewalk from Euclid Avenue to the Museum along East Boulevard. Many a visitor has been thankful for this great improvement and this acknowledgment is made in behalf of all who visit the Museum.